

Security Education Plan Template

Introduction

This template checklist is designed to guide you through the creation of a simple security awareness plan. Whether you are sending a newsletter, distributing a poster, or participating in an event, the questions below will prompt you for the basic information that should be identified before you begin.

1. What are your security awareness objectives?

Understanding your objectives is critical to the success of your effort. Clear objectives will help you identify your target audience, develop content, and deliver effective awareness communications. Some things to consider when defining your objectives:

- What is the purpose of your awareness communication—joint effort, new threat, existing threat, FYI (for your information), or alert employees to a new threat?
- Do you expect employees to take action, and if so what action do you expect?
- Have you identified your target audience?
- How will you know if your communication is successful (can you measure it)?

The objective of my awareness communication is:

Click and type your awareness communication objective here

2. What is your security awareness message?

Communication is most effective when you can focus on one or two simple messages. The recipient of your communication should clearly understand your key point(s) in the first paragraph. Example areas to consider are:

- Keep Your Company Secure—necessary actions to protect the individual, the company, and its infrastructure. Explicit, tactical behaviors that each of us needs to follow to keep the company secure.
- Empower Security Champions—a call-to-action for people managers (those managers with direct reports) to ensure that their individual contributors understand and internalize their role, accept responsibility and accountability for their part in protecting the enterprise.
- Keep Security Top of Mind—recognize that we are all responsible for security and need to keep security top of mind. Realized through a top-down approach from senior management to individual contributors.

My security awareness message is:

Click and type your security awareness message here

3. Which audience(s) will you target?

You can identify your target audience by understanding which employees in your organization or region need to hear your message. A specific target audience will help you identify appropriate communication methods and will prevent spamming of other employees who do not need to receive your message.

Types of target audiences include:

- Entire organization or subset (function or department)
- Job role (managers, engineers, sales)

- Remote or mobile workers
- Technical or non-technical

My target audience is:

Click and describe your target audience here

4. Where is your target audience located?

Your communication is easier if your audience is in one location, especially if you are delivering the message in person. When the target audience is spread across geographic areas, you require more effort to coordinate distribution and timing of materials such as posters or giveaways. E-mail communications can transcend geographic boundaries but often require timing to be most effective.

My target audience is located:

Click and type your audience location here

5. What awareness/communication methods will you use?

How well you can deliver your message will impact how effective your awareness program will be. You should consider which method of communication is best for your target audience. Remember that the size and type of your audience will impact your choice. E-mail is not always effective anymore. Examples of communication methods include:

- Electronic—e-mail, newsletter, web site, digital signage
- Printed—poster, brochure, postcard
- Rich Media—audio, video, Flash
- Giveaway—branded items such as pens, lens cloth, badge holders

The communication method(s) that I will use is:

Click and list your communication method(s) here

6. Who is your sponsor?

Executive sponsors of your effort will draw more attention and create credibility for your message. You should work to identify various sponsors who can assist your program over time. Sponsors can be executives from your own organization or key influencers that support your effort.

The sponsor of my awareness communication is:

Click and type the name and title of your sponsor(s) here

7. Do you need budget?

Creative awareness efforts require budget. If you need budget to accomplish your objective, you should share the contents of this awareness plan template with your sponsor and see if you can get support for your effort.

My budget status is:

Click here and indicate if you require budget and if you have been committed funds

Awareness Plan Summary

Below is a summary of your Security Awareness Communications Plan, based on the responses provided above:

1. **The objective of my awareness communication is:**
2. **My security awareness message is:**
3. **My target audience is:**
4. **My target audience is located:**
5. **The communication method(s) that I will use is**
6. **The sponsor of my awareness communication is:**
7. **My budget status is:**